



Welcome!

Making Money in a Tough Economy: *Taking Marketshare!*

Presentation for:





Raph O'Neill



- *25 years in Specialty Retail*
 - *Pianos, Game Room Products, Casual Furniture, Spas, etc...*
- *Sold specialty retail products on the retail floor in 45 States and Canada*
- *Sales, Management, and Marketing Consultant*
- *In-store Training and Events*





Agenda

1. Taking Marketshare

2. A System of Salesmanship

3. Going the Extra Mile





Taking Marketshare

Affordably

- Why buy Marketshare when you can take it!

Effectively

- The results are guaranteed

Efficiently

- Work smarter





A System of Salesmanship

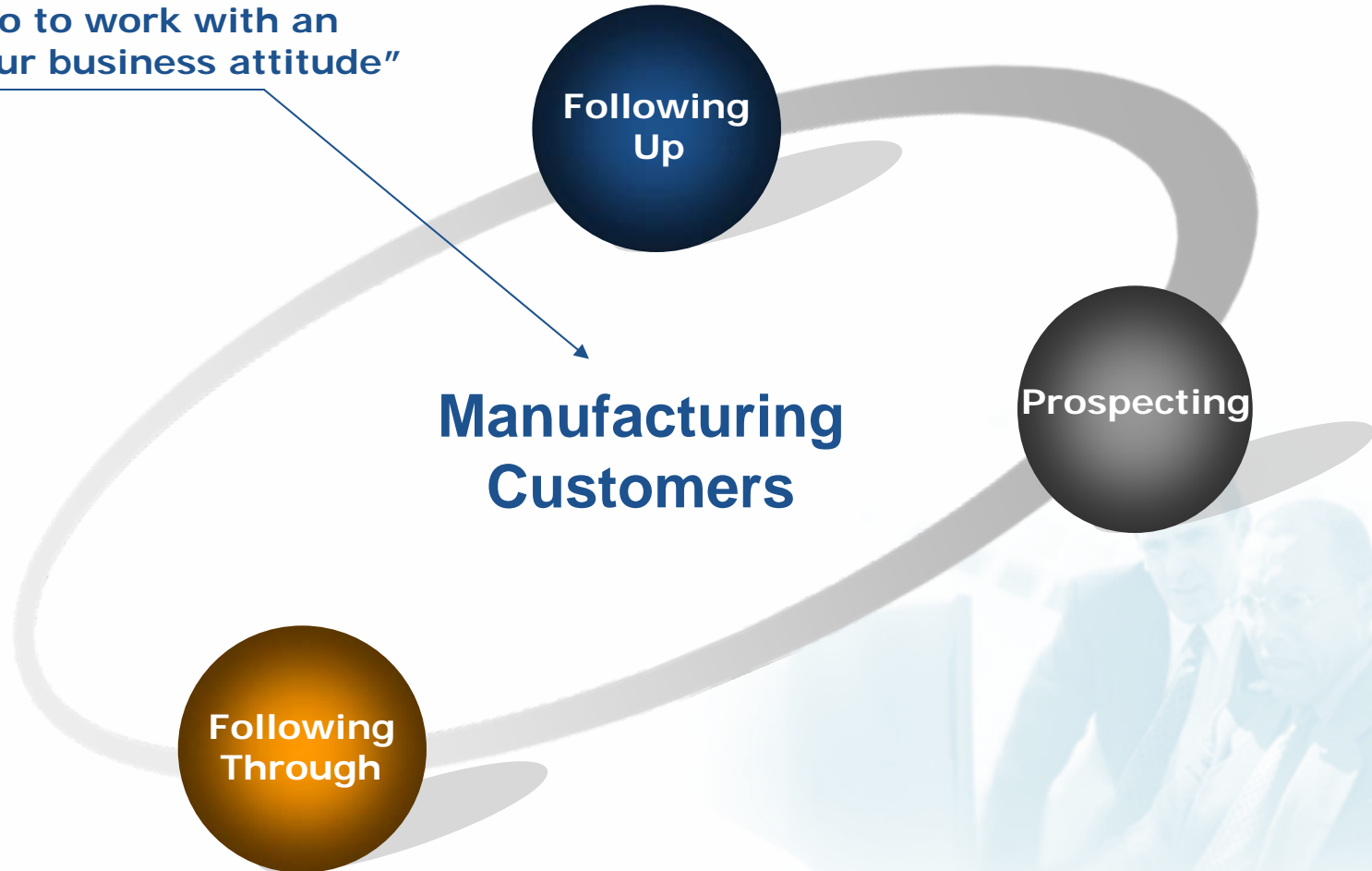
Credibility Selling™

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Going the Extra Mile

Always go to work with an
"I want your business attitude"



Following Up

Manufacturing Customers

Prospecting

Following Through

Going The Extra Mile

Following Up

- Short Term
- Long Term
- Cold

Prospecting

- Looking Inside
- Getting Outside

Following Through

- Being Proactive
- Making a Commitment



Getting Contact information

- when a consumer asks for something
- when a consumer has shown interest and wants to “give it some thought” or “check with someone else”



Nugget: *The first step in prospecting is getting a consumer's information, but there are more steps to follow in order to “mine the gold” of any selling interaction.*

Short Term – Hot!

- Indicates that the Prospect is ready to make a purchase decision now or in the near future

Long Term

- Indicates that the Prospect will be ready “down the road” or “in the fall”

Cold – Never give up!

- Indicates that the Prospect has decided to put the purchase on the back burner. “We decided to go with a Disney® vacation...maybe next year”



Following Up

(Front)



Client Card

Walk-in Phone-in Show/Event

Name _____

H. Phone _____

Cell Phone _____

Address _____

Spouse _____

Children _____

Occupation _____

Company _____

Email _____

Other Information _____

SALES RECORD

Date	Product	Comments

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Following Up

Thank You!

Dear Mr. Prospect,

I appreciate your visit! I want to make myself available to answer any questions you might have. (Your store name here) is committed not only to earning your business, but also to exceeding your expectations with service and support. I look forward to seeing you in the store in the near future.

Best Regards,

Salesperson Signature

Prospecting--Looking Inside

Mining the Gold

Go back through your client cards or whatever system you use and look for ways to “mine the gold” from your existing customer base.

- Referrals
- Add-ons



Nugget: *When business is slow, great salespeople have the opportunity to make money, even when our competitors are wishing for business. Prospecting empowers us to “create business” when customers aren’t walking through the door. A great salesperson is always “Mining the Gold!”*



Prospecting--Getting Outside

- **Join ASID- American Society of Interior Designers**
- **Set up a game room suite at your local mall**
- **Home shows/Parade of Homes**
- **Big Box Road Shows**
- **Chamber of Commerce “After Hours” events**
- **Charities/social clubs**



Following Through

Be Proactive

When consumers have issues that may be preventing them from buying a product from you, look for ways to help resolve those issues:

“Will it fit in my house?”

“I want to make sure my kids will learn how to play”



Nugget: *Sometimes earning a consumer's business means exceeding their expectations. If you think a consumer needs a little more effort than typical, don't hesitate to go the "Extra Mile." It always pays off in one way or another.*

Following Through

Making a Commitment

- Obligate yourself to your Prospect
- Service the Prospect



Nugget: *Anytime you promise or offer to do something for a Prospect, write it down and, if possible, do it immediately.*



Driving Results Through Blended Learning Solutions

